

ABSTRACT OF THE DISCLOSURE

A personal care absorbent article, such as a sanitary pad or napkin, wound dressing, and the like having an absorbent material treated with a fluid treatment agent, which fluid treatment agent causes red blood cells in a blood-containing fluid to agglomerate or lyse as the fluid passes into and/or through the absorbent article. In accordance with one preferred embodiment, the absorbent material is a porous nonwoven web material.